App. No. 10/788,989
Amendment Dated July 2, 2007
Reply to Final Office Action of May 1, 2007

Listing of claims:

1. (Currently amended) A method for using a color scheme to communicate software application functionality associated with an incoming event notification and related to the integration of hardware and software in a computing device, comprising:

providing a first software application associated with a first mobile partner and a second software application associated with a second mobile partner on a computing device, wherein the software the first and second software application associates applications associate a function with a soft key according to an incoming event notification, wherein the function of the soft key is selectable by receiving an input from a hardware button;

associating a color scheme with the first and second software applications to indicate that the function of the soft key is associated with the hardware button, wherein the color scheme includes a first brand extension color scheme for a first mobile partner and a second brand extension scheme for a second mobile partner;

receiving an incoming event notification that instantiates the first software application on the computing device, wherein the first software application determines software functionality options for the software key for responding to the incoming event notification; and

illuminating the soft key and the hardware button on the computing device according to the first brand extension color scheme to indicate that the hardware button is associated with the soft key functionality for responding to the incoming event notification and to indicate that the first software application is associated with the first mobile partner[[.]];

instantiating the second software application; and

illuminating the soft key and the hardware button on the computing device according to the second brand extension color scheme to indicate that the hardware button is associated with the soft key and to indicate that the second software application is associated with the second mobile partner.

Claims 2-5 (Cancelled)

6. (Previously presented) The method of Claim 1, wherein illuminating the hardware button further comprises illuminating an illuminating element, wherein the illuminating element is at least one member of a group comprising: a tri-colored light emitting diode and an electro-luminescence light.

7. (Previously presented) The method of Claim 1, wherein the incoming event notification is associated with an incoming call.

8. (Previously presented) The method of Claim 1, wherein the color scheme changes to communicate information corresponding to elapsed time associated with the software application.

9-25 (Cancelled)

26. (Previously presented) The method of Claim 1, wherein the incoming event notification is associated with a guide for user action.

27-28. (Cancelled).

29. (Previously presented) The method of Claim 1, wherein the incoming event notification is associated with a calendar reminder.

30-31. (Cancelled)

32. (New) The method of Claim 1, wherein the first and second brand extension schemes are associated with service providers.

33. (New) The method of Claim 1, wherein the first and second brand extension schemes are associated with operator equipment manufactures.

34.   (New) The method of Claim 1, wherein the first and second brand extension schemes are associated with an application on the computing device.

35.   (New) A computer-readable storage medium having computer-executable instructions for using a color scheme to communicate software application functionality associated with an incoming event notification and related to the integration of hardware and software in a computing device, comprising:

providing a first software application associated with a first mobile partner and a second software application associated with a second mobile partner, wherein the first and second software applications associate a function with a soft key according to an incoming event notification, wherein the function of the soft key is selectable by receiving an input from a hardware button;

associating a color scheme with the first and second software applications to indicate that the function of the soft key is associated with the hardware button, wherein the color scheme includes a first brand extension color scheme for a first mobile partner and a second brand extension scheme for a second mobile partner;

receiving an incoming event notification that instantiates the first software application on the computing device, wherein the first software application determines software functionality options for the software key for responding to the incoming event notification;

illuminating the soft key and the hardware button on the computing device according to the first brand extension color scheme to indicate that the hardware button is associated with the soft key functionality for responding to the incoming event notification and to indicate that the first software application is associated with the first mobile partner;

instantiating the second software application; and

illuminating the soft key and the hardware button on the computing device according to the second brand extension color scheme to indicate that the hardware button is associated with the soft key and to indicate that the second software application is associated with the second mobile partner.

36.   (New) The method of Claim 35, wherein illuminating the hardware button further comprises illuminating an illuminating element, wherein the illuminating element is at least one member of a group comprising: a tri-colored light emitting diode and an electro-luminescence light.

37.   (New) The method of Claim 35, wherein the incoming event notification is associated with an incoming call.

38.   (New) The method of Claim 35, wherein the color scheme changes to communicate information corresponding to elapsed time associated with the software application.

39.   (New) The method of Claim 35, wherein the incoming event notification is associated with a guide for user action.

40.   (New) The method of Claim 35, wherein the incoming event notification is associated with a calendar reminder.

41.   (New) The method of Claim 35, wherein the first and second brand extension schemes are associated with service providers.

42.   (New) The method of Claim 35, wherein the first and second brand extension schemes are associated with operator equipment manufactures.

43.   (New) The method of Claim 35, wherein the first and second brand extension schemes are associated with an application on the computing device.

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44.   (New) A system for using a color scheme to communicate software application functionality associated with an incoming event notification and related to the integration of hardware and software in a computing device, comprising:

a processor; and

a memory having computer-executable instructions stored thereon, wherein the computer-executable instructions are configured to:

provide a first software application associated with a first mobile partner and a second software application associated with a second mobile partner, wherein the first and second software applications associate a function with a soft key according to an incoming event notification, wherein the function of the soft key is selectable by receiving an input from a hardware button;

associate a color scheme with the first and second software applications to indicate that the function of the soft key is associated with the hardware button, wherein the color scheme includes a first brand extension color scheme for a first mobile partner and a second brand extension scheme for a second mobile partner;

receive an incoming event notification that instantiates the first software application on the computing device, wherein the first software application determines software functionality options for the software key for responding to the incoming event notification;

illuminate the soft key and the hardware button on the computing device according to the first brand extension color scheme to indicate that the hardware button is associated with the soft key functionality for responding to the incoming event notification and to indicate that the first software application is associated with the first mobile partner;

instantiate the second software application; and

illuminate the soft key and the hardware button on the computing device according to the second brand extension color scheme to indicate that the hardware button is associated with the soft key and to indicate that the second software application is associated with the second mobile partner.

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45.   (New) The system of Claim 44, wherein illuminating the hardware button further comprises illuminating an illuminating element, wherein the illuminating element is at least one member of a group comprising: a tri-colored light emitting diode and an electro-luminescence light.

46.   (New) The system of Claim 44, wherein the incoming event notification is associated with an incoming call.

47.   (New) The system of Claim 44, wherein the color scheme changes to communicate information corresponding to elapsed time associated with the software application.

48.   (New) The system of Claim 44, wherein the incoming event notification is associated with a guide for user action.

49.   (New) The system of Claim 44, wherein the incoming event notification is associated with a calendar reminder.

50.   (New) The system of Claim 44, wherein the first and second brand extension schemes are associated with service providers.

51.   (New) The system of Claim 44, wherein the first and second brand extension schemes are associated with operator equipment manufactures.

52.   (New) The system of Claim 44, wherein the first and second brand extension schemes are associated with an application on the computing device.